

MCV WINES SOCIAL MEDIA MARKETING CAMPAIGN:
SUCCESSFULLY MARKETING WINE TO MILLENNIALS

A Senior Project

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ABSTRACT

The following study investigates how to develop a commercial on a social media platform in order to advertise a product to millennials – in this study, wine is the product. The number of consumers is increasing as each year more and more millennials become 21 years old, thus being able to be the next and newest consumer of the wine industry. The campaign's focus was to create a wine commercial for a tasting room called MCV Wines and market it on social media to see if millennials would be interested in purchasing wine after seeing the commercial. With scholarly research, the design of the campaign attempts to strategize to the interests of millennials. This paper addresses the need for social media marketing in the wine industry and the need for campaigns to be targeted to millennials.

TABLE OF CONTENTS

Chapter 1	1
Introduction	1
Statement of the Problem	1
Background of the Problem	1
Purpose of the Study	2
Setting for the Study	2
Research Questions	2
Definition of Terms	3
Organization of Terms	4
Chapter 2	5
Literature Review	5
Successful Marketing to Targeting Millennials	5
Social Media’s Impact in Marketing	6
Millennials and the Wine Industry	6
Marketing the Campaign for Millennials	7
Media Marketing Wine	7
Video in Marketing Campaigns	8
Brand Image in Wine Labels	8
Wine Origin In Brand Identity	9
Chapter 3	10
Methodology	10
Data Sources	10

Participants	10
Survey Design	11
Data Collection	11
Data Presentation	11
Limitations	12
Delimitations	12
Chapter 4	13
Data Analysis	13
Wine Marketing Commercial	13
Tactics and Tools	13
Creating the Video	14
Understanding the Audience	15
Commercial Survey	16
Chapter 5	19
Discussion and Recommendations	19
Summary	19
Findings	19
Conclusions	20
References	21

LIST OF FIGURES

Figure 1: Commercial Survey Facebook Post	23
Figure 2: Second Commercial Survey Post	24
Figure 3: Third Commercial Survey Post	24
Figure 4: Actors	25
Figure 5: Drone Shot at Montana De Oro	25
Figure 6: Drone in Commercial	26
Figure 7: Morro Bay	26
Figure 8: Product Placement	27

Chapter 1

Introduction

Statement of the Problem

When it comes to wine, people think of an alcoholic beverage that comes from a long rich background of history; from the origins of the vines to the winemakers behind the harvest and bottling. While wine is a large market with a plethora of wineries domestically and international, California wine sales are on the rise. Robert P. (Bobby) Koch, Wine Institute President and CEO states, “California has had three excellent harvests in both quantity and quality in 2012, 2013 and 2014 and these vintages are receiving global recognition” (Wine Institute). Unfortunately, a large group of wine enthusiasts are not reached through the wine’s marketing aspect; these enthusiasts are called millennials. Millennials are known to be the largest generation of wine drinkers out of the United States, consuming almost 42% of all wine sold last year (Hafner).

Background of the Problem

The reason that millennials are not being properly marketed to even though they are the largest consumers of wine, is due to wine marketers’ media platform. The wine industry is stuck in the stone age of marketing, particularly focusing on print media to spread the word on their wine. While this works to attract older audiences and those who are already consumers, this type of media marketing does not draw into the large crowd of millennials. Why? This is because millennials are tech savvy, “research found that Millennials are leading indicators (if not the drivers) of media consumption, advocacy, and social media usage among all generations” (Fromm).

Purpose of the Study

The purpose of the study is to successfully run a wine marketing campaign that is specifically created towards millennials. A video will be created based upon a local winery, MCV Wines, in the efforts of recruiting and retaining millennials as new consumers.

Setting for the Study

This study will be completed with the use of data collection, implementation of strategic marketing and event coordination at California Polytechnic State University, San Luis Obispo as a Senior Project. A video marketing campaign will be created for the use of MCV Wines, a local wine tasting room which is located in Morro Bay. Millennials and other age generations will be targeted to participate in viewing the video and answering the study's questionnaire. MCV Wines will have the video on their website for people to view and friends and family will be able to share the video and questionnaire through my Facebook page. The data collected through the survey will be able to measure the amount the success of the social media for the wine market.

Research Questions

The following research questions were created to develop a representation of the requirements for an effective social media campaign for wineries to target millennials. The research questions were designed to acquire the best methods in implementing, marketing, and recognizing the needs of wineries to use social media as a way to market their product to their largest market.

1. What makes a successful marketing campaign for targeting millennials?
2. How does social media impact marketing?
3. What is the value to targeting millennials for the wine industry?

4. Why are millennials the target audience that the campaign is trying to appeal to?
5. How does the use of media marketing improve branding of wines?
6. Why does a video for marketing have value for the campaign?
7. What is the importance of an image for a brand in the wine industry?
8. How does the history create a brand identity?

Definition of Terms

The following terms are presented to the reader to clarify repeating topics of the study and assist in further knowledge social media marketing campaigns for wine.

Millennial: a person born in the 1980s or 1990s (Merriam-Webster).

Social Media: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) (Merriam-Webster).

Communication Channel: A medium through which a message is transmitted to its intended audience, such as print media or broadcast (electronic) media (Business Dictionary).

Brand: Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind (see positioning). Thus brands help harried consumers in crowded and complex marketplace, by standing for certain benefits and value. Legal name for a brand is trademark and, when it identifies or represents a firm, it is called a brand name (Business Dictionary).

Brand Identity: The visible elements of a brand (such as colors, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind (Business Dictionary).

Varietal(s): Varietal refers to a wine made from a grape variety like Cabernet Sauvignon, Merlot or Chardonnay (The Wine Baron).

Label: a piece of paper, cloth, or similar material that is attached to something to identify or describe it (Merriam-Webster).

Organization of the study

Chapter 1 includes a background of the study, a purpose of the study, and a definition of terms. Chapter 2 will determine the strategies and tactics in developing a marketing campaign which will effectively target millennials to purchase wine by reviewing scholarly literature regarding the topic. Chapter 3 will focus on the methodology of the study. Chapter 4 will measure the impact of the marketing video as well as a questionnaire about wine ads on the individuals' social media accounts. This data will be analyzed and interpreted with the findings in the review literature. Chapter 5 will summarize the end of the study and include recommendations for future marketers, on the development of a social marketing campaign to successfully recruit and retain millennials as wine consumers.

Chapter 2

Literature Review

The review of the literature outlines how to effectively market wine to millennials through the use of video in a social media campaign.

Successful Marketing to Targeting Millennials

When businesses and companies target new generations as potential consumers, it can be difficult as to how to market successfully to them; when targeting the millennials, it is no different. According to Jeff Fromm, there are a few steps that need to be taken while marketing to millennials:

- Engage these early adopters of new technologies and emerging social tools.
- Build a listening and participation strategy that will help you connect with your brand advocates.
- Make them look good among their peers.
- Design a sense of adventure and fun into your brand experience.
- Keep their loyalty by giving them no reason to cheat on you. (Fromm 33, 34)

Keeping these factors in mind, you cannot forget about non-millennials while trying to appeal to millennials. Fromm goes on to say, “Ignoring the varying purchase behavior between Millennials and non-Millennials can be severely damaging for brands” (Fromm 51). Understanding the millennial is crucial as well, “you will see they are more straightforward than you once realized... The answer isn’t necessarily found in numbers but in simply spending time in the millennial world” (Fromm 51).

Social Media's Impact in Marketing

The use of social media within marketing can alter the business's revenue since people typically use social media to interact with each other. According to Chei Sian Lee, "as users explore social media through interaction over time, they may experience benefits and in the process develop trust with other users as well as the social media platform. This, in turn, reinforces the relationships between users and social media" (Lee 334). Thus, when a person tweets or posts about a product, they will be not only giving a review of the product but other users will also be tuning in to hear and decide how they feel about the product. The marketing of a product evolves as Eran Fisher states, "advertising on social media differentiated itself from mass media advertising, and became attuned to the unique characteristics of digital technology" (Fisher 56.)

Millennials and the Wine Industry

Millennials may be a younger generation, ranging 21-38 years of age, but this does not mean they are newcomers when it comes to the wine industry. According to an article written this past year in USA Today, "Millennials drank 42 percent of all wine in the U.S. last year, more than any other generation" (Hafner). Not only are millennials consuming a large portion of wine being produced, they are paying top dollar for it compared to other generations. In the article it states, "The council's study found 17 percent of millennials had shelled out over \$20 for a bottle of wine in the past month. Among all age groups, that number was just 10 percent" (Hafner).

Marketing the Campaign for Millennials

Jeff Fromm's, "research also found that Millennials are leading indicators (if not the drivers) of media consumption, advocacy, and social media usage among all generations" (Fromm). Since millennials consume the most media consumption out of all the generations, then that should be the market to target in a social media campaign. They also are a group of individuals who enjoy drinking wine; in the past year over 79 million people, those that consist of the millennial group, had drank 159.6 million cases of wine in 2015—an average of two cases per person (Hafner).

Media Marketing Wine

When advertising any type of product, one must look to see what communications channel would best advertise the product. According to Michael Hall, "Print media are widely used by wine producers for advertising and sales promotions for two main reasons. The first relates to the fact that there is a long history of wine-specific print media, with consumer oriented wine writing developing as early as the beginning of the 19th century.... Ultimately this then leads to the second reason for the use of print media for advertising; an ability to target wine consumers. Readers of specific print media tend to be highly involved customers of the product and therefore are more likely to be high-end purchasers and consumers of wine" (Hall 228,229). While print publications attract those who read the magazine or newspaper into buying the advertised wine, there is still an opportunity for online advertising. Through Hall's own data, websites was superior to the other communication channels in the ability to communicate the wine's price, production information, quality and reach a large amount of customers (Hall 229). For *Wine Spectators*, there were more than 500,000 visits to their website each month and 200,000 subscribers to the online newsletter *Sips & Tips* (Hall 229).

Video in Marketing Campaigns

Videos can be a great tool to use when marketing a business's product. According to Kris Frieswick, Michael Dubin "wrote, produced, and starred in one of the funniest and most viral commercials that's ever been posted on YouTube, a 2012 ad for his company, Dollar Shave Club. In it, he brings the viewer on a tour of his warehouse to explain why 'our blades are f**king great.' A flood of visitors crashed his company's servers 90 minutes after the video went live. It has been watched more than 22 million times" (Frieswick 27). Not only was the creation of the video cheap, costing only 4,500 dollars, but now the company is the second-largest men's razor seller in America with Gillette claiming the first spot (Frieswick 27). A successful video campaign can launch a business to new heights and it can also be used as other platforms. According to David Meerman Scott, "Many organizations are creating video to showcase their expertise and provide valuable information to buyers in an easy-to-understand medium" (Scott 76). Also, goes on to further say when producing a video, the media, bloggers and others tend to watch the video to obtain story ideas (Scott 76).

Brand Image in Wine Labels

California makes 90% of all U.S. wine and is the world's 4th leading wine producer after France, Italy and Spain (Wine Institute). With that in mind, other wineries and wine makers must evolve advertise their wine in order to rise above their competition; this is where brand image takes place. According to Johan Bruwer Ray Johnson, today's "place-based (location) branding is a hot topic particularly throughout the tourism world and it should be recognised that every place has an image" (Bruwer 5). When branding an image for wine, labels are what consumers look at first. Bruwer and Johnson go on to state "due to the experiential nature of the wine

product, consumers get most of their quality cues from the extrinsic cues such as the packaging and specifically from the label of the wine” (Bruwer 6).

Wine Origin in Brand Identity

Wine has a long and rich history within California which impacts the brand identity of the wine. According to François Durrieu, “if the region of origin is well known, producers within the region are most likely to benefit by cooperatively exploiting its reputation and perpetuating regional salience. If the country image is well known, it increases the consumer’s perceived value of the wine and affects price expectations” (Durrieu 5). The wine origin does not just affect price expectations for wine, but it helps give the brand identity of the wine credibility. Durrieu states “the association of brand with region/country of origin is considered a tactical option to strengthen brand identity. The association of region/country of origin to a product brand generally adds credibility and implies quality of the product brand and the brand associations here are considered as the driving force of brand equity” (Durrieu 5).

Chapter 3

Methodology

This chapter will be used to discuss the methods of data collection containing data sources, collection and presentation of the information, and delimitations of the marketing video for the wine tasting room.

Data Sources

For this study, participants from a social media platform, specifically Facebook, will be analyzed on their thoughts and opinions on the tasting room's commercial. Every participant and volunteer will answer a survey that pertains to the original research questions used to find the most effective strategies on developing a successful social media ad campaign for wine.

Participants

The participants for this one-week long survey will have various targeted audiences. The volunteers and participants will be composed of a majority of millennials because the survey and video will be released on my own personal Facebook account, which my friends mainly consist of the millennial age 16 - 36. Although a majority of my followers and groups I'm in contain millennials, an older audience will also be involved with the study, specifically ages 40 - 60. Cal Poly students and groups will be the last target audience for participants which will provide more data on millennials input on the ad campaign.

Survey Design

The survey was designed to ask three main questions about the participants; general information about themselves, information about their social media usage, and information about their wine consumption. General information will ask about their age and sex while the other two parts of the survey will dive into their knowledge and consumer habits around wine as well as how they usually spend their time on social media.

Data Collection

Data collection for this study was conducted by having online participants view the video and survey on social media sites, such as Facebook and Twitter. The survey focused on asking quantitative information regarding their sex and age. The survey was developed to ask more personal questions regarding the consumer's knowledge of wine, their consumption of the product, and their usage on social media sites. The design of the survey's purpose was to receive positive feedback on the commercial and see if a video ad campaign would work to sell wine to millennials.

Data Presentation

The collected data from the survey was entered into a Google Form to clearly reveal data in a professional form. In a Google Form, the responses are then calculated and each question is put into a proper chart or table to see the results. Facebook and Twitter were used as tools to distribute the survey amongst participants.

Limitations

There are limitations to this study due to the amount of time I had available to conduct this project. California Polytechnic State University is on quarter systems which each quarter only lasts ten weeks. Another time constraint was the portion of time I had to create the project. In a ten week period, there is only so much time that could be focused on the research, pre-production, production and post-production of the commercial, and the research from the survey. Another limitation was the amount of time the participants had to spend for taking the survey; unfortunately, the survey was only open for three to five days in the effort of finishing the project.

Delimitations

While time restraints limited me during the creation of the video, there were also delimitations in regards to creating the video. Since the video is specified for an actual wine tasting room, part of the shoot had to take place at MCV Wines. The talent – actors – used in the video had to be in the millennial age range, luckily there are a plethora of millennials attending Cal Poly. The shoot time with the talent was based off the availability of their schedules. With only ten weeks to coordinate filming and editing of the video, the earliest times to film the shoots were chosen so I would be given time to edit the video as well. If more time was provided, the video would be able to be provided with better filming equipment, time for reshoots and new edits and the production of the video would be at a higher value.

Chapter 4

Data Analysis

Chapter 4 will provide explanations to how the video was marketed MCV Wines to millennials, as well as each participant's reaction to the commercial. The data will summarize the outline of the wine marketing campaign and compare the results to the participant survey. The data will also measure the amount of millennials this survey reached, which is the target audience of the video. The results will be compared to each other, as well the research findings in the review of the literature in Chapter 2.

Wine Marketing Commercial

The main strategy for this commercial is for MCV Wines to recruit and retain new consumers of their wine on social media, focusing on millennials as the target audience. The commercial will be put on the internet once the film shoots and the editing of the video is complete. The commercial will be uploaded onto YouTube and shared on social media, including Facebook and Twitter. By creating a commercial for MCV Wines which will stream on YouTube and social media sites, new customers will be more willing to indulge and buy MCV Wines' wine.

Tactics and Tools

The target audience is millennials because over 42 percent of wine sales the past year were contributed to millennial purchases (Hafner). Another reason millennials are chosen for this audience is because of the idea in which they use social media the most out of other generations who drink wine.

Jeff Fromm explains in the literature review how to market a product to millennials by adapting to social technology and incorporating a sense of adventure and fun into the brand (Fromm 33,34). This is incorporated in the video by having the story revolve around exploring the central coast – these places include Morro Bay and Montano De Oro – as well as using a drone for parts of the commercial. Secondly, Facebook and Twitter were two social media platforms used to incorporate the participants in answering the survey of the commercial (see figure). Lastly, a drone was in the video to also reveal a young carefree side to the video (see figure).

Creating the Video

Before the production of the video, an immense amount of thought was put into how MCV Wines would be branded in the video. Following Fromm’s advice, four actors were chosen – all of which are Cal Poly students – because of their age and charismatic personalities; their young, fun, adventurous and pull off how a brand can be successful (see figure).

Next, the landscape of the video was accounted for. Morro Bay was one of the first destinations of the film shoot due to the fact that is where MCV Wines tasting room is located. It also is a beautiful tourist town with beaches any millennial would like to visit (see figure). The central coast needed to be showcased because as Durrieu states, “The association of region/country of origin to a product brand generally adds credibility and implies quality of the product brand and the brand associations here are considered as the driving force of brand equity” (Durrieu 5). The next film location chosen was Montano De Oro because of all places on the central coast, it has a great winding road to film a car on and a plethora of hiking trails to choose from (see figure).

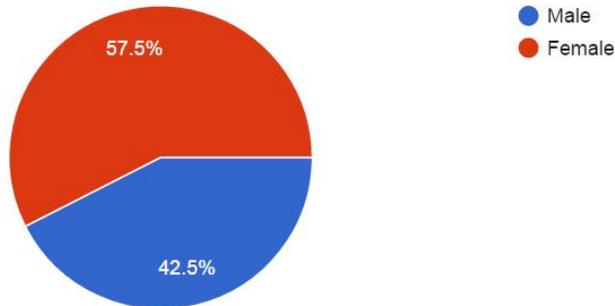
On MCV Wines actual wine club membership, a slogan is already created. This slogan is three words – Smooth, Bold, Elegant. Since this is already within its brand, there was a necessity to incorporate that into the commercial. Thus, in the voice over, the actor stated, “MCV Wines. Smooth. Bold. Elegant”. The voice over was not enough for the video’s audio, thus a song was chosen for the background. The song needed to be upbeat and entertaining; songs from the 1990’s were first being considered due to the target audience’s age but could not be used due to copyright infringement. Thus, we settled with the Jackson 5’s, “I Want You Back”. It’s upbeat, the song is recognizable to a large majority of the general audience, and makes for a lively video which millennials will enjoy. Lastly, the label was shown throughout the video to create a receptiveness, allowing it to become engrained in the audience’s heads (see figure).

Understanding the Audience

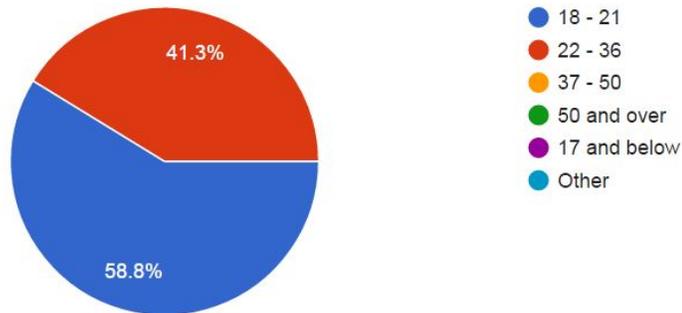
After the production of the video, the survey was next to focus on. The questions asked needed to answer research questions to help give a better understanding of the audience and how they go about choosing wine. The survey goes in depth on social media habits, the participants’ wine consumptions, general information about the participants, and knowing if the video convinced them of purchasing MCV Wines wine. With 80 participants responding to the survey, the data had been completed.

Results from the commercial's survey

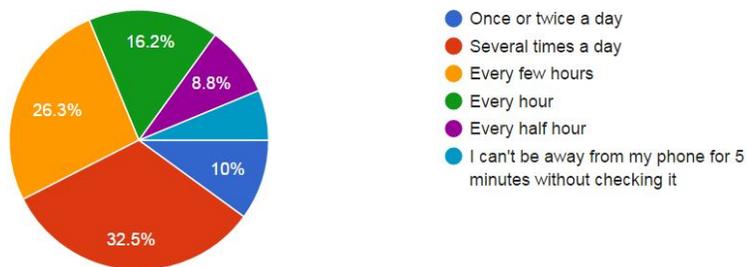
What is your gender? (80 responses)



What is your age? (80 responses)

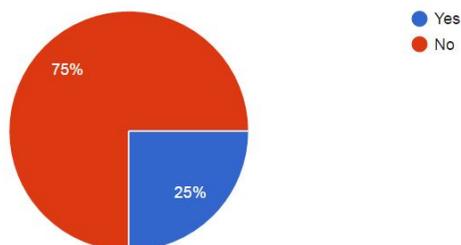


How often do you use social media? (80 responses)

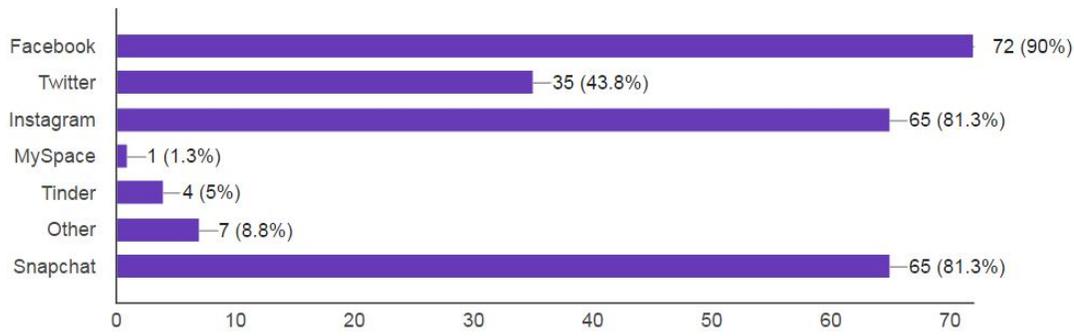


Do you click on advertisements on social media to learn more about the product?

(80 responses)

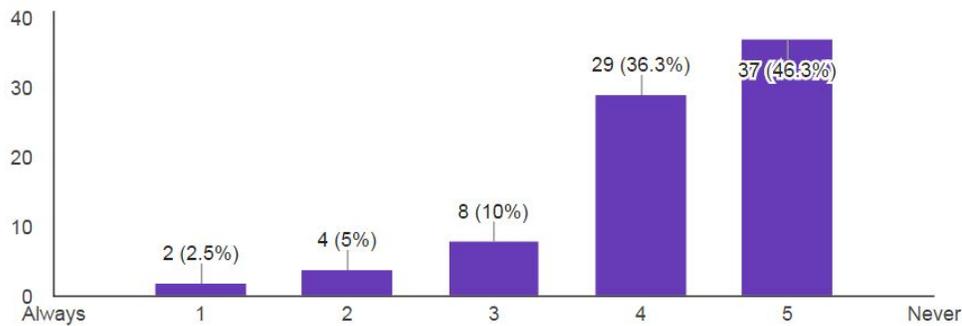


What Social Media Platforms Do You Use The Most? (Select 4) (80 responses)

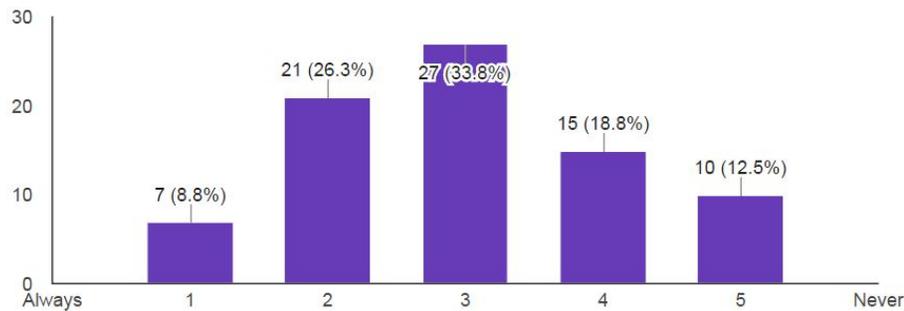


How often do you see wine advertised on your social media pages? (80 responses)

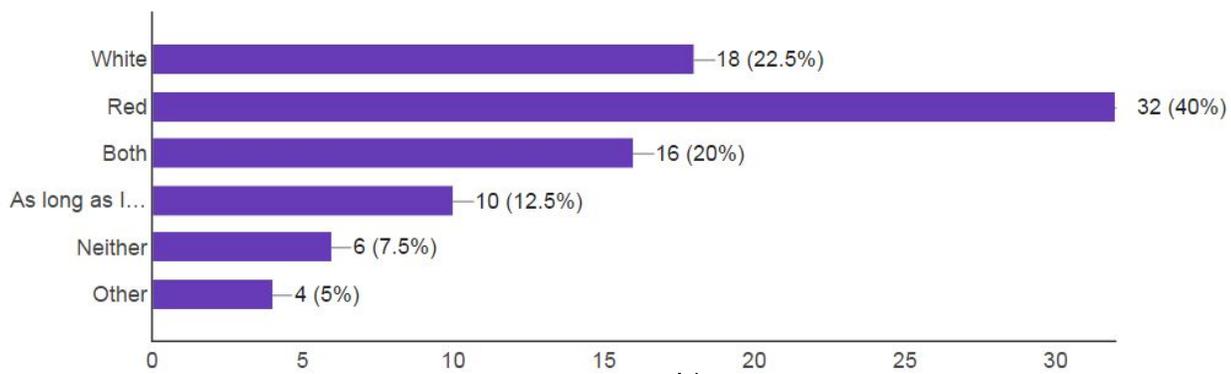
(80 responses)



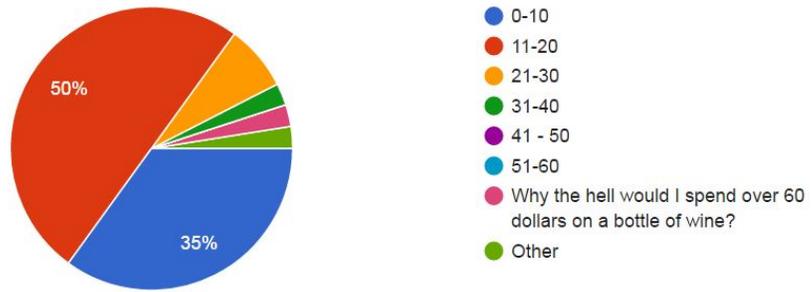
How often do you drink wine? (80 responses)



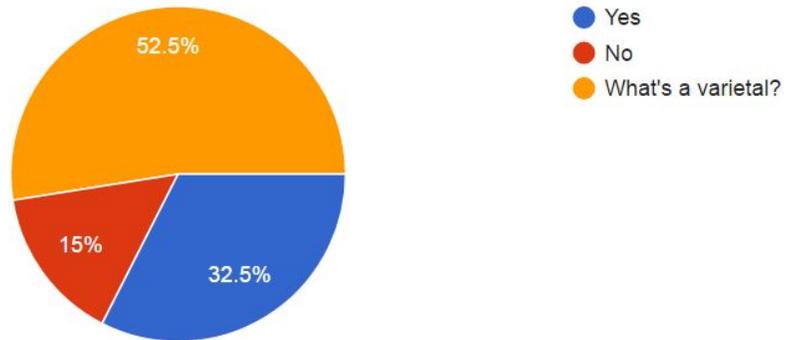
Which wine do you prefer to drink? (80 responses)



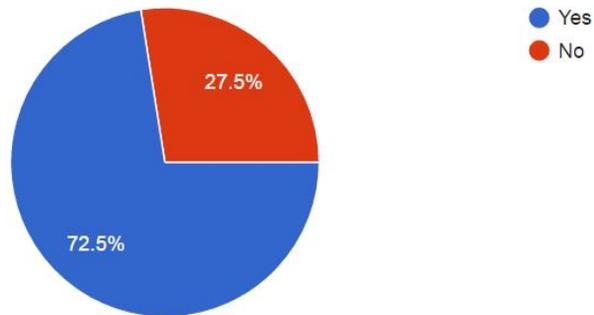
How much do you usually spend on a bottle of wine? (80 responses)



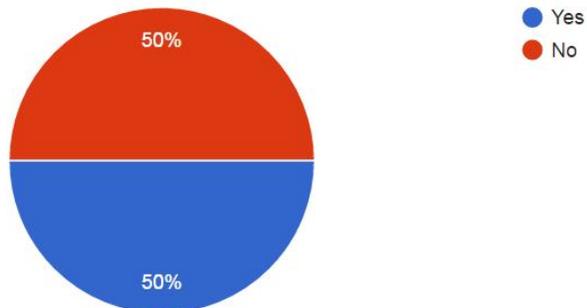
Do you look at varietals when purchasing wine? (80 responses)



Did you enjoy the commercial? (80 responses)



Did the commercial make you want to purchase wine at MCV Wines? (80 responses)



Chapter 5

Discussions and Recommendations

Summary

The MCV Wines Marketing Campaign was developed by a Cal Poly journalism student who saw a need for the wine industry to adopt advertising to millennials on social media platforms. Dillon Payne wanted to create a commercial to showcase a local tasting room, MCV Wines, and their wine on a social media platform. He envisioned developing a commercial that would appeal to millennials, specifically Cal Poly students, which would recruit them to be the newest consumers/customers to MCV Wines. The purpose of the study and campaign conducted over the past three months was to create an advertisement that would appeal to millennials and reveal that the wine industry can be successful showcasing their brand on social media.

Findings

Through viewing the data provided by Google Forms, it can be shown that a commercial advertised through social media such as the MCV Wines commercial is most appealing among females around the ages of 18 to 21. Out of all the females who filled out the survey, 52.17% said they would purchase wine after seeing the commercial, as compared to males where only 47.06% said they would purchase wine. Facebook, Instagram and Snapchat were found to be used the most out of all social media that the participants use. On a scale from 1 to 5 (Always being 1, Never being 5) 46.3% said they never see wine on social media and 36.3% chose number 4, the closest number to never see wine. Out of all the participants, the majority occasionally drinks wine, preferably red over white. A little over half of the participants in the

study do not know what the term varietal means, while 32.5% of wine drinkers do look at the varietal when purchasing wine. When purchasing wine, 85% of the participants said they usually purchase a bottle of wine at a price range of 0 to 20 dollars.

Conclusion

A commercial marketing campaign on social media in the hopes that millennials will purchase wine from MCV Wines came across successful. Half the participants were influenced by the commercial to purchase a bottle of wine at the local tasting room. Although millennials were interested in purchasing wine, they are not the type of audience which would work for MCV Wines; the wine sold at MCV ranges from 20 to 50 dollars, where – through the survey – millennials are not interested in purchasing a bottle of wine that is being sold for over 20 dollars. Another issue, millennials are classified as 16 to 36 years of age, making some of them too young to legally purchase alcohol.

All in all, this social media marketing campaign can be successful in recruiting new consumers within the millennial audience. If the bottle of wine being sold is as inexpensive as 20 dollars, then millennials will be interested in purchasing that wine. Through looking at the data, there is a large target audience that doesn't see wine advertisements on social media. Thus, this open market is a new frontier for wineries and tasting rooms to take their marketing.

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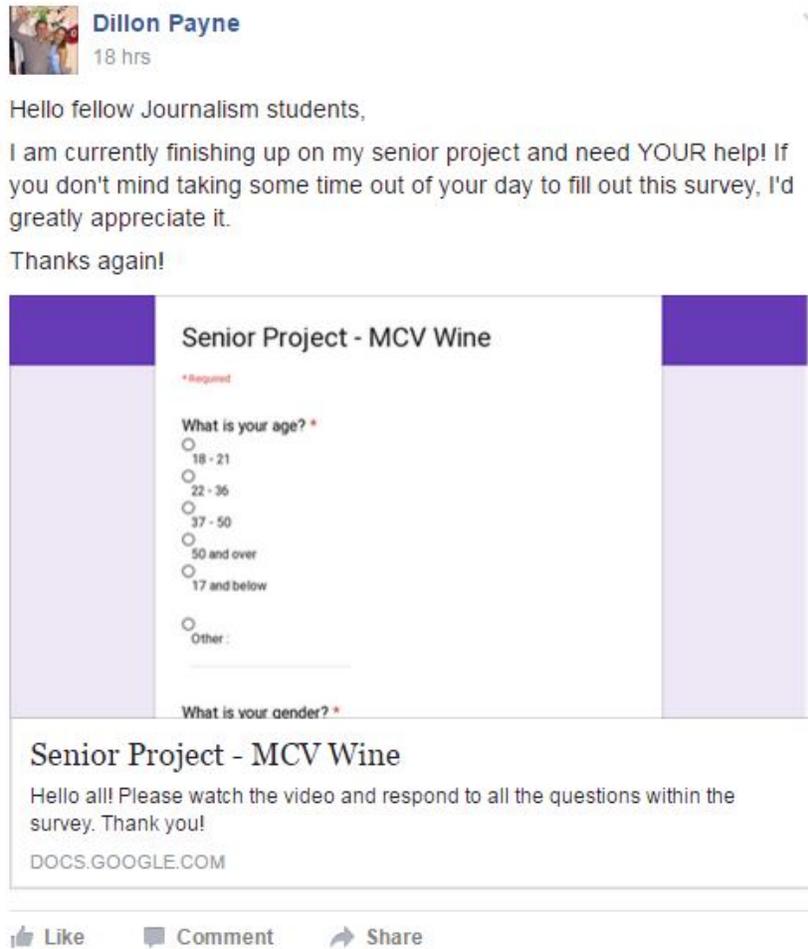
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FIGURES



Dillon Payne 18 hrs

Hello fellow Journalism students,
I am currently finishing up on my senior project and need YOUR help! If you don't mind taking some time out of your day to fill out this survey, I'd greatly appreciate it.
Thanks again!

Senior Project - MCV Wine
*Required

What is your age? *

- 18 - 21
- 22 - 36
- 37 - 50
- 50 and over
- 17 and below
- Other : _____

What is your gender? *

Senior Project - MCV Wine
Hello all! Please watch the video and respond to all the questions within the survey. Thank you!
DOCS.GOOGLE.COM

Like Comment Share

Figure 1: Commercial Survey Facebook Post



Dillon Payne

17 hrs

Hello Class of 2016,

I am currently finishing up on my senior project and need YOUR help! If you don't mind taking some time out of your day to fill out this survey, I'd greatly appreciate it.

Thanks again!

Senior Project - MCV Wine

*Required

What is your age? *

- 18 - 21
- 22 - 36
- 37 - 50
- 50 and over
- 17 and below
- Other : _____

What is your gender? *

Senior Project - MCV Wine

Hello all! Please watch the video and respond to all the questions within the survey. Thank you!

DOCS.GOOGLE.COM

Like Comment Share

Figure 2: Second Commercial Survey Post



Dillon Payne @Bubba_D61 · 18h

Help me graduate! Please take this survey. goo.gl/forms/PQKuDRkl...



Figure 3: Third Commercial Survey Post



Figure 4: Actors



Figure 5: Drone Shot at Montana De Oro



Figure 6: Drone in Commercial



Figure 7: Morro Bay



Figure 8: Product Placement